IN ROU Brief 11/15/95

November 14, 1995

SUBJECT: RETAILERS ---SPEAK OUT!
(These sheets were mailed to ROUs 11/15/95)

ROM to distribute 10 sheets to all KAMs and AMs in their region ASAP.

These sheets were discussed during the AE, KAM, AM Category Advisor training in Winston-Salem.

These sheets provide retailer testimonials supporting our Category Advisor approach versus being exclusive with a manufacturer.

Thank you for your assistance on this matter. Note: This is a one time mailing - no extra inventories on hand.

Program contact: Bill Roth, Ext. 6316

Copy to: J. V. Maguire — RSM's
J. W. Best — AE's (10 sheets)
P. J. Cundari
J. J. Ellegate
D. P. Fitzgerald
K. W. Noxon
S. R. Qualkinbush
R. M. Sanders
D. L. Wilmesher
B. K. Stockdale/National Merchandising Managers
C. A. Coyle/H-R Department

Sales		Retail	
1221		1222	
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240	ALL		
1244	ALL	RSM	RBM

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Source: https://www.industrydocuments.ucsf.edu/docs/sqly0000

Don't Sell Yourself Short.

Since 1985, aggressive display and promotion have DOUBLED C-stores' cigarette volume – at the expense of other outlets that chose to reduce the category's exposure.
The fact is, almost TWO-THIRDS of all C-store cigarette customers DON'T BUY THE BEST SELLING BRAND.

Why Force Your Customers To Look Elsewhere?

- Overall Decline in the C-Store's #1 Category
- Competitive Disadvantage in the Marketplace
- Loss of Customer Traffic
- Limited Resources to Build Future Business

Show Your Customers That They Come First.

- Customer Satisfaction
- Traffic Building Promotional Activity
- Maximum Display Allowances
- Aggressive Displays, Promotions and Pricing to Build Volume

Retailers - - - Speak Out!

"I'd like to see the manufacturers focus on how we can sell more cigarettes as opposed to mandating space and territory. This is a profitable category for us; and for that reason, we have chosen not to de-emphasize the category."

John Antioco
Chairman of the Board/CEO/President
Circle K Corporation

"In the c-store business, the tobacco category is the backbone of our business. Therefore, we look to work with all leading manufacturers to manage the category."

Bill Llewellyn
Director of Marketing
Uni-Marts Inc.

"We don't feel it's reality to limit competition between manufacturers by turning the top category over to one manufacturer."

Victor Jackson
Executive Vice President
Lil' Champ Food Stores, Inc.

"I think any time you put yourself in an exclusive agreement with a manufacturer, you risk being at a competitive disadvantage because naturally the supplier will be less willing to spend promotional dollars if you bought into an exclusive agreement."

Hal Adams
Sr. Manager of Marketing
National Convenience Stores Inc.

Contact your RJR Representative. And maximize your category profits.

RJ Reynolds
Tobacco Company

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Source: https://www.industrydocuments.ucsf.edu/docs/sqly0000